



CLAYTON CENTURY
FOUNDATION

enriching our community

CCF BOARD OF DIRECTORS

AGENDA

October 24, 2012
Husch Blackwell
190 Carondelet Plaza
7:00 PM

1. Call to Order by Gary Feder
2. Approval of 7-25-12 Minutes
3. Financial Report
4. Development Report
 - Major Gifts Committee
 - Project Update
 - Annual Fund Committee
 - End of Year Appeal
 - All That Glitters
5. Centennial Celebration Committee Report
6. Nominating Committee
7. CCF Arts Report
8. CCF History Report
9. CCF Parks Report
10. New Business
11. Next Meeting – Wednesday, January 30, 2013 at 7:00 pm
12. Adjourn



CLAYTON CENTURY
FOUNDATION

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**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, July 25, 2012
Armstrong Teasdale
7:00 pm**

Attendees: Gary Feder, Gary Krosch, Scot Boulton, Cindy Berger, Jill Fisher, JJ Flotken, Judy Goodman, Lee Hanson, Bob Paster, Cindy Rapponotti, Cheryl Verde, Sally Cohn, Bev Wagner, Steven Rosenblum, Jim Sherby, Cynthia Garnholz, Mark Winings
Absent: Lotta Fox, Mont Levy, Janet Rodgers, Hugh Scott, Ken Goldman, Ben Uchitelle, Elizabeth Robb, John McCormick, Dan Human
Guest: Dan Burke
Staff: Patty DeForrest – Director of Parks and Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

1. Call to Order
Gary Feder called the meeting to order at 7:02 pm. Elizabeth Robb wished to join the meeting by phone due but a phone was not immediately available.
2. Approve April 25, 2012 Minutes
The minutes were approved as submitted.
3. Financial Report
Gary Krosch presented the financial report to the board. The report was not included with the packet and will be distributed to the board after the meeting. Gary presented the FY13 Budget to the board detailing the revenue and expenses of the CCF and sections.

Following discussion, Scot Boulton moved to approve Resolution 12-07, approval of the FY13 Budget. Judy Goodman seconded. The resolution was approved unanimously.

4. Development Report

In the absence of Ken Goldman, Gary Feder delivered the Major Gifts report. Gary and Mont Levy travelled to Colorado to visit the studio of James Surls, artist for the Century Garden sculpture. The visit was successful and Mr. Surls is on track for completing the work by May 1st.

Groundbreaking on the Shaw Park Recreational Trail was delayed due requirements by MSD but plans are to begin in September.

The City is working to get bids out for the Hanley House porches by August with work expected to begin in the fall.

Members of the Major Gifts Committee and City representatives continue to meet with Bob Chapman regarding the development of the northeast corner of Shaw Park. Also tied into this project will be a Master Plan overlay that will update the vision for the park.

Public engagement has taken place on the Ice Rink design. Jacobs Engineering is putting together a proposal with some numbers for the project. The Major Gifts Committee has had preliminary talks with Koman regarding possible funding of a study.

The committee is currently looking at additional projects such as the enhancement of the Wydown corridor. City staff is working with the committee to development possible new projects. It was also suggested that CCF look for endowment opportunities.

JJ Flotken reported on the Annual Fund Committee noting that the committee is focused on three key areas: Solicitation, Events and Communications. The group went live with their first blog post on the Clayton-Richmond Heights Patch. Communications as continue through City Views and the Clayton Connection.

There have been four neighborhood gatherings since the last board meeting. The committee is looking for more potential hosts and the goal is that 75% of the board host a neighborhood gathering in 2012.

Musical Nights has been the main focus of the Events sub-committee and success has been achieved through the development of flyers with the help of Brie Cella. Additionally, the group has solicited attendance prizes from the community which has helped to increase our contact list. If you are interested in volunteering for upcoming concerts, please contact the sub-committee. The group is working with Judy Goodman to coordinate Centennial events. The sub-

committee is very excited about the upcoming Art Fair and is again seeking Beer Booth captains for the weekend. All are encouraged to sign up.

Thanks to Brie Cella, the Solicitation sub-committee sent out a mailer to the community in June. The mailer has had success and if you have not yet responded with your 2012 contribution, you are encouraged to do so.

There is a new push for recruitment on the Annual Fund Committee. Fourteen roles have been created and the group is looking to recruit some new volunteers to fill those roles. Suggestions are welcome.

5. Centennial Celebration Report

A working calendar of Centennial events was distributed to the Board and Judy Goodman briefly went through the list. Significant events include an Arbor Day event, a pool celebration on the Fourth of July, and the Party of the Century in November 2013. The committee is working with Janet Lemay and has generated many great ideas. Additionally, Judy has met with Steven Schankman and he is willing to work with the committee. The group will be presenting the calendar to the Board of Alderman and welcomes input from the CCF board.

6. Nominating Committee

In the absence of Dan Human, there was no committee report but Gary Feder pointed out the need to formally create the committee. Scot Boulton moved to pass resolution 12-08, the establishment of the Nominating Committee. The motion was seconded. Following discussion, the resolution passed as amended to allow the Executive Committee to determine the number of members and composition of the committee within 30 days of the resolution passing.

7. CCF Arts Report

Bev noted that CCF Arts recently expanded to include Dale Sharon, Babs Shapiro, Robert Morrissey and Sheldon Stock. The group has been discussing for some time the selection of art for the Moneta Garden. The group has generated many ideas but the focus has remained the importance of selecting a local artist. St. Louis County is removing a large number of Trova sculptures from display at Laumeier. The County is accepting proposals from organizations wishing to display the works on-loan since they are not able to sell the works. Bev submitted two proposals. One proposal is for works for the Moneta Garden and another proposal is for works that could be incorporated on Wydown Boulevard. The group is excited but must be cautious moving forward particularly with Wydown Boulevard. Placing artwork along that corridor must first be publicly vetted.

8. CCF History Report

CCF History has been working hard on finalizing the new History Book. The book has gone to the printer with the help of Cheryl Verde and Scot Boulton. The focus is now on selling the 750 books owned by the CCF. Marketing

materials have been developed and the group will work to sell the books to both residents and businesses in the community. All are encouraged to help sell the book by talking it up to your friends and neighbors. It is a great way to talk about the successes of the CCF.

Since the last board meeting, the Hanley House dedicated the new Hanley Park Pavilion in a successful event that coincided with the annual Herb Sale. Recently, Sarah Umlauf led a historic walking tour of downtown Clayton beginning and ending in Hanley Park. The tour was given in costume and the hopes are to have more in the future. Hanley House was thrilled to host its first ever summer camp for girls and plan to host more camps next year for both boys and girls.

The CCF History Lecture Series continues to be successful. Most recently, the group hosted lectures featuring Bill McClellan and Chief Thorp. In September, Donna Rodgers Beard will present and Esley Hamilton will be the lecturer in November.

CCF History continues to work with the City in the hopes of securing permanent space at City Hall. Please support this effort by contacting your aldermen to let them know that there is a great need for library and archival space. And all are encouraged to visit the website developed and maintained by Cheryl Verde: www.claytonhistorysociety.org.

9. CCF Parks Report

A committee has been developed to review the tree and bench program.

The group is looking for volunteers to help with Musical Nights. This is a great opportunity for CCF to reach out to the community.

Regarding projects, CCF Parks is supporting the tree inventory and is considering working with the High School on a commemorative project for Wally Lundt. There will be more to come.

10. New Business

Patty DeForrest noted that the Board of Aldermen has approved the Dog Park as a priority project and presented Resolution 12-09, seeking the CCF's support of the Dog Park project. It is recommended that it become a CCF project as there is a system in place for accepting donations and thanking donors.

There is an existing Dog Park committee that has begun raising support for the project in the community and currently has a distribution list of roughly 150 households. If it becomes a CCF project, all fundraising for the Dog Park will follow CCF guidelines. Solicitations will begin with the groups existing supporters. The goal is to raise between \$60 and \$80 thousand by the fall. The

Dog Park will be self-sustaining by charging members an annual fee to cover operational costs.

Concerns were expressed by members of the board that felt the project only represented a small amount of the community with only about 4% of the community able to use the park.

Other members of the board felt that the partnership could be beneficial and bring new donors to the group that otherwise may not have contributed to CCF. It was also noted that past surveys have shown that the community does support a dog park.

Currently, there is not a request for funding for the park and the CCF is not financially supporting the project at this time.

Steven Rosenblum moved to pass Resolution 12-09. Cindy Berger seconded the motion. Gary Krosch had to leave the meeting and was absent for the vote. The resolution passed with twelve votes for the resolution and two votes opposed.

11. Next Meeting

The next meeting will be Wednesday, October 24, 2012 at 7pm.

12. Adjourn

Meeting adjourned at 8:45 pm.

CLAYTON CENTURY FOUNDATION
STATEMENT OF FINANCIAL POSITION
As of: September 30, 2012

FUND 85: CLAYTON CENTURY FOUNDATION

CASH AND CASH EQUIVALENTS:

PULASKI CHECKING ACCOUNT	\$183,271.12
PULASKI CD INVESTMENT	\$300,000.00

TOTAL	\$483,271.12
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ASSETS:

UNRESTRICTED ASSETS

UNRESTRICTED CCF	\$28,598.81
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TOTAL UNRESTRICTED ASSETS	\$28,598.81
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RESTRICTED ASSETS

RESTRICTED CCF	\$0.00
RESTRICTED CCF - ART	\$8,066.12
RESTRICTED CCF - HISTORY	\$49,579.98
RESTRICTED CCF - PARKS	\$397,026.21

TOTAL RESTRICTED ASSETS	\$454,672.31
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TOTAL ASSETS	\$483,271.12
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LIABILITIES

ENCUMBRANCES	\$0.00
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TOTAL LIABILITIES	\$0.00
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TOTAL LIABILITIES & ASSETS	\$483,271.12
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CCF RESTRICTED FUND DETAILS

As of: September 33, 2012

CCF:

CCF RESTRICTED FUND TOTAL \$0.00

CCF – ART:

FUTURE RESTRICTED FUNDS:

Undesignated CCF - Art Project Funds \$8,066.12

CCF – ART RESTRICTED FUND TOTAL \$8,066.12

CCF – HISTORY:

FUTURE RESTRICTED FUNDS:

History Book \$2.58

Library \$1,000.00

Hanley House Porches \$29,730.43

Hanley House Interpretative Signage \$10,000.00

Undesignated CCF - Hanley House Project Funds \$1,245.43

Undesignated CCF - History Project Funds \$7,601.54

CCF – HISTORY RESTRICTED FUND TOTAL \$49,579.98

CCF – PARKS:

APPROVED EXPENDITURES FOR FY12:

Walking Trail \$0.00

Nature Garden in Walking Trail \$7,500.00

Bench / Tree \$0.00

Musical Nights @ Oak Knoll \$0.00

Scholarship Program \$0.00

Aquarium \$0.00

Shaw Park Pavilion \$350,000.00

FUTURE RESTRICTED FUNDS:

Ice Rink \$500.00

Dog Park \$11,194.29

Undesignated CCF - Parks Project Funds \$8,035.57

Legacy Funds (Undesignated) \$19,796.35

\$397,026.21

CCF – PARKS RESTRICTED FUND TOTAL

TOTAL CCF RESTRICTED FUND \$454,672.31

Clayton Century Foundation

Statement of Cash Flows

As of: September 30, 2012

Account Title	FY11	FY12	FY12
	Actual	Budget	Year to Date
Beginning Balance	\$82,037.19	\$176,199.53	\$176,199.53
Revenue			
Donations - Individual	\$39,584.85	\$57,500.00	\$197,649.15
Donations - Corporate	\$100,848.00	\$1,057,500.00	\$890,550.00
Events	\$6,700.00	\$14,400.00	\$6,286.00
Grants	\$300.00	\$0.00	\$25,000.00
Programs	\$6,350.00	\$2,900.00	\$6,850.00
Miscellaneous	\$1,477.45	\$0.00	\$0.00
Interest	\$421.99	\$500.00	\$941.44
Revenue - Subtotal	\$155,682.29	\$1,132,800.00	\$1,127,276.59
Year End Revenue	\$237,719.48	\$1,308,999.53	\$1,303,476.12
Operating Expenses			
CCF Contractual Services	\$8,979.53	\$17,125.00	\$43,496.66
CCF Commodities	\$2,108.51	\$8,000.00	\$2,675.88
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$1,023.91	\$3,000.00	\$137.42
CCF History	\$1,160.58	\$4,530.00	\$331.54
CCF Parks	\$6,900.00	\$5,150.00	\$7,913.50
Operating Expenses - Subtotal	\$20,172.53	\$37,805.00	\$54,555.00
Project Expenses			
Clayton Century Foundation	\$33,847.42	\$1,112,750.00	\$765,650.00
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$7,500.00	\$0.00	\$0.00
Project Expenses - Subtotal	\$41,347.42	\$1,112,750.00	\$765,650.00
Accrued Expenses			
CCF	\$0.00	\$0.00	\$0.00
Art	\$8,066.12	\$13,853.54	\$8,066.12
History	\$49,579.98	\$49,579.98	\$49,579.98
Parks	\$119,095.42	\$115,645.42	\$397,026.21
Accrued Expenses - Subtotal	\$176,741.52	\$179,078.94	\$454,672.31
Unrestricted Funds	-\$541.99	-\$20,634.41	\$28,598.81
Ending Balance	\$176,199.53	\$158,444.53	\$483,271.12

Clayton Century Foundation

Fund Summary

As of: September 30, 2012

		FY11	FY12	FY12
		Actual	Budget	Year to Date
	CLAYTON CENTURY FOUNDATION			
	BEGINNING CCF BALANCE	\$37,305.22	\$132,909.60	\$132,909.60
	TOTAL CCF REVENUE	\$140,539.84	\$1,114,000.00	\$1,114,040.59
	TOTAL CCF EXPENDITURES	(\$44,935.46)	(\$1,137,875.00)	(\$811,822.54)
	TOTAL CCF FUND BALANCE	\$132,909.60	\$109,034.60	\$435,127.65
	CCF - ART			
	BEGINNING CCF BALANCE	\$4,700.00	\$7,853.54	\$7,853.54
	TOTAL CCF REVENUE	\$4,177.45	\$6,000.00	\$350.00
	TOTAL CCF EXPENDITURES	(\$1,023.91)	(\$3,000.00)	(\$137.42)
	TOTAL CCF FUND BALANCE	\$7,853.54	\$10,853.54	\$8,066.12
	CCF - HISTORY			
	BEGINNING CCF BALANCE	\$5,886.55	\$7,840.97	\$7,840.97
	TOTAL CCF REVENUE	\$3,115.00	\$7,800.00	\$4,736.00
	TOTAL CCF EXPENDITURES	(\$1,160.58)	(\$4,530.00)	(\$331.54)
	TOTAL CCF FUND BALANCE	\$7,840.97	\$11,110.97	\$12,245.43
	CCF - PARKS			
	BEGINNING CCF BALANCE	\$34,145.42	\$27,595.42	\$27,595.42
	TOTAL CCF REVENUE	\$7,850.00	\$5,000.00	\$8,150.00
	TOTAL CCF EXPENDITURES	(\$14,400.00)	(\$5,150.00)	(\$7,913.50)
	TOTAL CCF FUND BALANCE	\$27,595.42	\$27,445.42	\$27,831.92
	TOTAL ALL FUNDS			
	BEGINNING BALANCE	\$82,037.19	\$176,199.53	\$176,199.53
	TOTAL REVENUE	\$155,682.29	\$1,132,800.00	\$1,127,276.59
	TOTAL EXPENDITURES	(\$61,519.95)	(\$1,150,555.00)	(\$820,205.00)
	TOTAL FUND BALANCE	\$176,199.53	\$158,444.53	\$483,271.12

Clayton Century Foundation

Project Update

As of: September 30, 2012

Completed Projects			
Description	CCF Expenditures	Total Project Cost	
Oak Knoll Garden	\$14,854.43	\$14,854.43	
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	
Hanley Park Pavilion	\$10,000.00	\$281,817.00	
Total Completed Projects	\$29,854.43	\$884,171.43	
Current Projects			
Description	Prior Fiscal Years	FY12	FY12
	Expenditures	Budget	Year to Date
Clayton History Book			
CCF	\$7,097.42	\$11,400.00	\$20,650.00
CCF - History	\$2,250.00	\$0.00	\$0.00
Total Clayton History Book	\$9,347.42	\$11,400.00	\$20,650.00
Shaw Park Walking Trail			
CCF	\$17,500.00	\$100,000.00	\$118,000.00
CCF - Parks	\$2,500.00	\$0.00	\$0.00
Total Shaw Park Walking Trail	\$20,000.00	\$100,000.00	\$118,000.00
Hanley House Back Porch			
CCF	\$0.00	\$50,000.00	\$115,000.00
Total Hanley House Back Porch	\$0.00	\$50,000.00	\$115,000.00
Shaw Park Art Piece			
CCF	\$8,000.00	\$210,000.00	\$112,000.00
CCF - Art	\$0.00	\$0.00	\$0.00
Total Shaw Park Art Piece	\$8,000.00	\$210,000.00	\$112,000.00
Shaw Park Pavilion			
CCF	\$0.00	\$525,000.00	\$400,000.00
Total Shaw Park Walking Trail	\$0.00	\$525,000.00	\$400,000.00
Total Current Projects	\$37,347.42	\$896,400.00	\$765,650.00